



What Is Driving the
Spices & Seasonings
Market to Reach \$30.35
Billion by 2031?



The [spices & seasonings market](#) is experiencing substantial growth and is projected to reach \$30.35 billion by 2031, expanding at a CAGR of 5.3% during the forecast period from 2024 to 2031. This positive market trajectory is largely fueled by the increasing demand for convenience foods, the rise in vegetarianism and veganism, and the growing preference for spicy food products. Despite these driving factors, challenges such as the proliferation of counterfeit spice products are expected to hinder the market's growth.

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Furthermore, the rising focus on health and wellness, combined with a growing demand for organic spices & seasonings, presents promising growth opportunities for businesses in this space. The increasing popularity of ethnic and exotic flavors further adds to the market dynamics, with consumers becoming more adventurous in their culinary choices.

Key Players and Competitive Landscape

Several key players dominate the spices & seasonings market, including McCormick & Company, Kerry Group, Döhler Group, Ajinomoto Co., Associated British Foods, and others. These companies play a crucial role in shaping market trends by providing a diverse range of products.

Market Segmentation by Product Type

The market is segmented into various product types such as spices (including pepper, cinnamon, turmeric, and others), herbs (oregano, rosemary, basil, and more), and salt & salt substitutes. The spices segment is expected to hold the largest share, with a forecasted contribution of 55% in 2024. This is due to the increasing recognition of the health benefits of spices, along with rising demand for processed foods with diverse flavors and functional benefits.

Organic Segment Leading Growth

The market is divided into conventional and organic categories, with the organic segment expected to see higher growth during the forecast period. This growth can be attributed to an increasing number of health-conscious consumers, the rising demand for organic food products, and an enhanced focus on sustainability and clean label trends.

Form-Based Market Segmentation

The spices & seasonings market is also segmented by form, including whole, crushed, and powder spices. The powder segment is expected to maintain the largest market share in 2024 due to the convenience and versatility of powdered spices. Powdered spices are easier to use, have a longer shelf life, and blend well with a variety of dishes, making them highly popular among consumers.

Distribution Channel Trends

In terms of distribution channels, the market is divided into food service and retail channels. The retail segment is anticipated to grow at a higher CAGR during the forecast period. This

can be attributed to the growing use of e-commerce platforms for grocery shopping, the increasing availability of retail outlets, and a rising preference for home-cooked meals.

Geographical Insights

The spices & seasonings market is geographically segmented into North America, Europe, Asia-Pacific, Latin America, and the Middle East & Africa. Among these regions, Europe is expected to register the highest CAGR during the forecast period. Factors driving this growth include the growing popularity of exotic cuisines, increasing demand for organic products, and a shift towards home-cooked meals.

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The name of our company defines our services, strengths, and values. Since the inception, we have only thrived to research, analyze, and present the critical market data with great attention to details. With the meticulous primary and secondary research techniques, we have built strong capabilities in data collection, interpretation, and analysis of data including qualitative and quantitative research with the finest team of analysts. We design our meticulously analyzed intelligent and value-driven syndicate market research reports, custom studies, quick turnaround research, and consulting solutions to address business challenges of sustainable growth.

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